

THE NECESSITY OF MARKETING IN INDIVIDUAL SPORTS OVERVIEW

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Abstract: *This paper presents aspects regarding of individual sports marketing viewed as an opportunity to develop business compared to currently marketing team sports. Although sport sells for centuries, the idea of rational system of sports marketing is relatively new. The combination of factors in sports marketing experts offer a truly unique challenge that requires a quite different approach from other domains. Sport marketing is a subdivision of marketing. Its focus is to promote the sports events and teams and of course the other products and services of the sporting events. Marketing in sports brings together all the activities required to meet consumer needs and desires of sport through exchange processes. Sports' marketing has developed two major branches: sports marketing products and services directly to consumers sports and marketing consumer and other industrial products or services by using promote sport. The need to promote individual sports, will generate specific use of marketing techniques that are aimed at maximizing profits in individual sports competitions.*

Key words: *sport marketing, individual sports, financial profit.*

INTRODUCTION

The sport, competition is mainly with fundamental feature of the race, and formative, present both in professional sport and in sport for all. Sports are complex functions by acting on the athlete, answering the need for youth movement everywhere.

Incidentally correlation between the practice of physical education and sport, in its various forms and effect, their impact, blazing forth in all social life, bringing continuity to the entire structure system of the formative and educational.

Sport management has become a necessity for guidance sporting phenomenon characteristic of the end 20th century. Along with the sport management in the sports world appeared term "sports marketing". Marketing was extended to all economic sectors, including sport, knowing a process of differentiation, specialization, adapting its techniques and methods, techniques applied to each field.

Considered the father of marketing PhD Kotler (1986) suggests that: marketing is a social and managerial process by which individuals and groups of individuals get what they need and want through creating, offering and exchanging products having some value".

Sport marketing is a subdivision of marketing which focuses both on the promotion of sports events, promotion of other products and services through sporting events and sports teams. Marketing of sport can identify the needs and wants of the consumer. Sports' marketing brings together all the activities required to meet consumer needs and desires of sport through exchange processes.

Sports' marketing brings together all the activities required to meet consumer needs and desires of sport through exchange processes. Sports marketing have developed two major branches:

- *sports marketing products and services directly to consumers for sport (athletes, coaches, officials, spectators, listeners, readers, collectors)*
- *marketing and consumption of other industrial products or services by using the promotion of sport.*

OVERVIEW OF MARKETING IN SPORT

The need to develop sports marketing

Sports industry organizations are formed simultaneously in competition and cooperation. There are many forms and meanings of competition:

- *generic competition between sports organizations and organizations in other fields who want to capture the attention of consumers;*
- *competition between sports;*
- *competition between organizations in the same sport;*
- *competition between athletes same organization.*

The marketing of events and sports teams

Many sports fans can identify different types and levels of sports across the globe. For example, in many countries hockey and soccer are extremely popular while in the United States, football, baseball, and basketball are most favored.

Sports have also been classified as the mainstream also known as niche. There are seven product attributes that differentiate mainstream sports from non-mainstream sports: accessibility, popularity, uniqueness, affordability, star power, player skill, and player similarity. This can be explained by: The marketing of sports events and teams is the marketing strategy with a specific theme. This kind of strategy is used to promote, display or exhibit different things, such as a sports team, a sport association. Example of different events that can clearly this concept, such as the Super Bowl, the Olympic Games, the UEFA Champions League, the World Marathon Majors, and the FIFA World Cup.

The biggest sports brands compete to link up with the best marathons in the world, the test for excellence in 'running'. Brands like: Adidas, Asics and Nike are dividing the market into the 'World Marathon Majors', the international athletics competition created in 2006 that brings together the most prestigious marathons on the planet.

What are the skills necessary to have a successful career in sports marketing?

To become a professional in the field of sports marketing, those interested in making career will need:

- attention to detail
- enthusiasm
- flexibility
- communication
- interpersonal
- organizational
- self-confidence

MARKETING IN INDIVIDUAL SPORTS

Who are the individual sports performers?

Definition: Individual sports performers are athletes who participate in sports featuring individuals, not teams. Individual sports include, all samples athletics singles tennis, swimming, boxing and many of the Olympic sports. Most of these individual sports have seen increasing television ratings especially traditional team sports, like football and basketball. There are several other basic differences between team and individual sport performers. Most of these differences refer to the athlete's ability to earn an income in relation to their participation in a sport. Individual sports performers do not contract with a team or league, but with sponsors.

The main difference between individual sports performers and team sport performers is that they do not play for a team or league, they are not paid by and no contract is signed with any team or league. In exchange, individual athletes' are paid by sponsors to use, endorse, and market the sponsor's goods. Otherwise, due to not existence of an contract with a team or league for athletes, they do not have a union that will negotiate a collective agreement on their behalf to protect their financial interests.

We can mention other differences between individual and team sport performers.

Individuals athletes' must understand that revenue made from sponsorships may be more valuable than revenue derived from their actual participation in the sport.

-The focus for the individual athlete unlike many team sport performers, they must carry the entire burden of winning and losing on their own shoulders. Individual sport

performers must do their best to remain healthy enough to perform consistently, hold their rankings, appear in a number of events.

- Exposure too many different markets different then the big team sport leagues individual performers in golf, tennis, swimming, triathlon and other Olympic and non-Olympic international sports. This situation leads to many more marketing opportunities for the athlete and their respective sponsors.

- Individual sport performers protect their own rights. The potential revenue of these athletes is closely tied to their name, signature, picture, photograph, or other forms of personal intellectual property. So, they must develop and understand these rights and how to protect them, and how to explore them in order to create revenue and opportunities.

Sponsorship - the basic element of individual sports marketing

For sport team and the individual sports in particular, sponsorship is another significant element of the marketing mix. Sport and leisure organizations are attractive vehicles for sponsorship because their products, services and events are associated with positive feelings, strong brand images and clear target markets. Sponsorship is different from other elements of the marketing mix, however, because rather than the marketing of sport's products, it is the marketing of the sponsor's brand through sport.

Sponsorship agreements sticks to the concept of branding. What is Branding? Is the association of a face, feeling, image, or personality with an entity or product in an effort to create a connection between the entity or product and consumers. So, a brand includes symbols such as a name and design scheme which creates feelings within consumers. Branding has an increase trend over the past decade. Athletes like Michael Jordan, Tiger Woods, Paula Radcliff, Usain Bolt, have built brands in their own names and likenesses.

In sport organization managers, the key issues in sponsorship management depend on understanding the sponsor, just as the key issue in marketing management understands the customer. The key issues are as follows: objectives, sponsors' selection of athletes, costs and likely returns for partners, implementation and evaluation of business profitability.

Evaluating an athlete's marketability

First step in representing an Individual sports performers is to evaluate the client's marketability because not every athlete is marketable.

Second step, businesses are being more selective in choosing sponsors for their brands. Third step: face growing competition .The athlete's marketability can be evaluated by weighing numerous factors like:

1. talent (success on the playing field)
2. personality, charisma, looks
3. character

Drafting a sponsorship agreement

For any athlete that has a market value of marketing is very necessary to perform a sponsorship contract right.

The following clauses are often widely applicable and crucial to a valuable sponsorship agreement. They may be:

- territory (national or international zone)- quality of mix marketing (marketing materials, including advertising and promotional materials)

- appearances (the exact duration of each appearance must also be carefully negotiated)

- right of publicity (this contractual clause should make clear that the athlete is not involved in or responsible for any defects found within a sponsor's product) Very important is that representatives tell to their athletes about the constant need to maintain a strong relationship with their sponsors. This may lead to future and more lucrative longer term agreements with these sponsors. If the relationship athlete sponsor will be a healthy one so the athlete will benefit material and image, but tree athlete sponsored and charisma

its image sponsor will spores turnover by increasing the sales market or promotion and sale of new products brand marketing, sometimes exceeding made by members of sports teams.

CONCLUSION

In conclusion, the sports marketing industry is fast-paced, exciting, and often frenetic. Marketing representatives and event coordinators deal with a never-ending stream of requests from sponsors and clients. A quick mind, a personable attitude, and a good deal of energy are necessary to deal with all the work.

If both team and individual sport performers compete professionally as athletes, there are many differences between them that must be understood by their representatives. The truth is that athletes face different legal and business challenges that affect their ability to earn a living while participating in athletics.

When representing athletes the legal and business considerations discussed in this study should be addressed in each phase of the representation. So, the best agreement possible should be to build a solid, long term relationship between the two parties: athlete and sponsor.

Sports marketing in terms of elements of marketing generally used in team sports, has suffered a series of changes that adapting to market demand, individual sports with and they need the same elements characteristic eventually leading to a business good for performers individual and their sponsors.

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